

# Accenture's View on Service-oriented Architecture

Part of the Systems Integration Consulting Podcast Series



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## Host

Welcome to the Accenture Systems Integration Consulting podcast series on Accelerating SI. Through a variety of hot topics in systems integration, we will explore how to achieve high performance through reliable, high-quality solutions for accelerated business results.

Today we will hear from Rob Calloway, the global lead for Accenture's Service-oriented Architecture (SOA) capability. SOA is a services-based approach for designing, building and assembling more flexible business solutions. SOA enables business process and application components to be assembled and orchestrated efficiently and rapidly, giving businesses the agility to respond to changing business conditions and delivering distinctive business services.

Rob, thank you for joining us today.

## Rob Calloway

Sure, it's my pleasure.

## Host

Rob, what is Accenture seeing in the SOA marketplace today?

## Rob Calloway

Well, there's been a lot of talk recently about where SOA is today. We hear things like "is SOA dead?" And "is it really delivering on the benefits promised?"

Accenture's own journey towards SOA adoption began more than 7 years ago, and we've always approached SOA as a journey, not a destination. Most people would agree that many organizations haven't yet achieved the full results from SOA, but many tangible benefits have been achieved. Here are some examples I would like to share:

First off, we continue to see disparate enterprise information silos and systems become more accessible through service orientation. Bank of America is a great example of where we have seen this occur through many generations of SOA implementations where they have been able to really dismantle the enterprise information silos and deliver more with SOA.

We have also seen companies deliver richer business solutions which include Business Process Management type solutions (BPM), composite and rich internet applications and enterprise analytics and we continue to see that SOA has made existing types of solutions simpler, cheaper, and faster to implement.

Would we say that SOA is dead, absolutely not. However, SOA is better understood in the market place now and there is less hype, there is less marketing and less questions around what SOA is. In fact, it is more around how does a company tap into the full potential that SOA can provide and better understanding how to leverage SOA. This is our focus at Accenture. We're looking at all the necessary elements to help companies achieve the most from SOA adoption, which includes not just looking at SOA through the technology lens, but through all aspects of delivering high performance.

## Host

What are you hearing from your clients about their SOA implementations?

## Rob Calloway

Well let's see, in the 900-plus SOA projects that we have delivered this year, we really get an opportunity to hear our clients and get a broad range of questions depending on where our clients are in their adoption. Some organizations are still in the what I call investigative phase, asking "how do we get started and what path should we

take", while others have been using SOA for years and are facing more complex issues. For example, we often hear questions like:

How do we best use SOA to shorten time to market and take cost out of delivery now that they are in the 2nd, 3rd, 4th phase of SOA adoption? KLM comes to mind, as well UK Department of Work and Pensions that have been working on building out a very mature set of SOA capabilities and squeezing the value out of SOA.

We are also hearing you know questions like what is the best way to build a center of excellence, perhaps an offshore factory to deliver my SOA solutions? Ross stores is a great example, who's in their 3rd generation if you will of building out an offshore center of excellence to deliver SOA capabilities for their enterprise.

We are also hearing questions around, how do I manage these business solutions that have become more complex with more moving parts and can I use SOA to actually help manage that complexity? Pepco comes to mind as a great client example that has been looking at SOA governance as a way to manage that enterprise complexity.

We also have companies that are interested in looking at process efficiency and leveraging BPM to enhance the user experience for their employees and drive different shaded change within their consumer channels.

And then obviously you would expect a lot of questions around leveraging your legacy assets and those investments and then can SOA actually be used to manage this?

We answer all of these questions and more for our clients every day and we see continued growth and demand for SOA solutions and experience and frankly we are very well positioned to continue to help our clients with SOA adoption.

## Host

That's very interesting Rob. What do you recommend to your clients to help them get the most out of SOA?

## Rob Calloway

Accenture truly believes that significant business value can be achieved through SOA if the right approach is aligned to driving incremental business performance.

To achieve this, we take a transformational approach to SOA—leveraging our integrated platform, the SOA Transformation Framework. It brings managed SOA adoption through four key areas:

- Journey Management linked to SOA Maturity
- Technology Enablement & Governance
- Capability Management
- Business and IT Organizational Change Management

Service-oriented Architecture has been approached from many angles as a technology tool, architecture and platform. This thinking has now shifted into SOA being a Service-oriented approach, which is an approach that teaches organizations how to best use and run technology. It requires investments in knowledge and process excellence, and organizational alignment so that SOA enabled opportunities can be qualified, prioritized and delivered, leaving an organization with the foundation to deliver higher business performance, faster.

We also see that organizations need to understand that SOA design and implementations have elements of art and science and they need to be considered with each unique SOA-based initiative. Not only do SOA-enabled solutions require new toolsets and methods for successful implementation (that's the science piece), but they also need a disciplined approach that involves a top-down, process-driven

methodology, as well as change management that promotes shifts in organizational culture and behavior and frankly that's the art and typically the more challenging piece of adopting SOA.

## Host

Great, thanks Rob. So what key points on SOA would you like to leave with listeners?

## Rob Calloway

First off, SOA is not dead. In fact, I would say we are seeing the next wave of SOA adoption. Building out your SOA enterprise has almost become a pre-requisite for companies to enable many of the latest business solutions around mobility, business analytics, decision support, rich internet solutions, and business process management solutions.

Second, SOA is more than a tool, architecture and platform, and certainly more than integration. SOA needs to be adopted with business and IT transformation in mind, with a strategic approach that addresses all components of people, process and technology.

We have many success stories that demonstrate our ability to help clients achieve value from SOA and Accenture is well positioned for the next wave of SOA adoption.

## Host

Thank you Rob, it was great speaking with you today.

## Rob Calloway

It was my pleasure; I really enjoyed the dialogue today.

## Host

With that, I would like to close this podcast and thank you all for listening. To find out more about our Systems Integration Consulting services, please visit [www.accenture.com/si](http://www.accenture.com/si).

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